RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

April 16, 1997

RJR Account #251520
Mr. B. Williams
N.G. GURNSEY

JUNE DORAL B2G1F / PROMOTION #700272

Dear Bob:

DORAL B2G1F ***pre-sleeved*** product (6M) has been ordered (see quantities listed below), as well as 90 skus of B2G1F Displays (Item #525101) to pack and ship this promotion to your participating retail accounts.

DORAL BRAND STYLE	B2G1F UPC Code	#/ (6M) Cases B1G1F
Full Flavor Box	12300-24065	6
Light Box	12300-24066	6
Full Flavor 100	12300-24063	3
Light 100	12300-24062	6

Cancelled Order 5/5/97

DISPLAY DETAIL
EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.
EACH WHITE CARTON CONTAINS 3 PRE-SLEEVED B2G1F DEALS, PLUS 1 LOOSE LIVE PACK.
EACH DISPLAY CONTAINS 7 WHITE CARTONS OR '21 B2G1F OFFERS'.
THIS EQUATES TO 49 LIVE PACKS PER DISPLAY TO BE BILLED TO RETAIL.
IT IS STRONGLY RECOMMENDED THAT YOU PLACE 1 ADDITIONAL LOOSE LIVE PACK INTO EACH DISPLAY: *THIS WILL ENABLE YOU TO BILL RETAIL @ 5 CARTONS PER DISPLAY, RATHER THAN 4.9 CARTONS PER DISPLAY.*

Product / Premium Arrival:	May 12, 1997
Ship Date to Retail:	Week of: May 19, 1997
SKU CUBE :	0.9960
SKU WT (w/o Product):	1.7200 lbs
Retail Sales Offer per Sku:	21 Offers

Billing per Sku:
5 Savings Cartons (if additional live pack is added to Display)
4.9 Savings Cartons (if additional live pack is NOT added to Display)

EFT $ Amount:	$N/A
Non-EFT $ Amount:	$3,602.38

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PROMOTION DESCRIPTION: SEE ENCLOSED *'WHOLESALER PACKING INSTRUCTIONS'*. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER LIST.*

PLACE INTO EACH DISPLAY:

* 7 CARTONS OF FOUR DIFFERENT DORAL BRANDSTYLES (2 CTNS/ 2 CTNS/ 2 CTNS/ 1 CTN)
  BRAND STYLES: DORAL FF BOX / DORAL LT BOX / DORAL FF 100 / DORAL LT 100
* 1 ADDITIONAL LOOSE LIVE DORAL PACK (ADD PACK ONLY IF BILLING @ 5 CARTONS PER DISPLAY)
* ONE COPY OF THE ATTACHED BLUE 'RETAILER LETTER'

EACH DISPLAY WILL CONTAIN 21 B2G1F OFFERS, AND EITHER 7 OR 8 LOOSE LIVE PACKS.
(7 PACKS IF ADDITIONAL LIVE PACK IS NOT ADDED BY DIRECT ACCOUNT;
8 PACKS IF DIRECT ACCOUNT DOES ADD AN ADDITIONAL LIVE PACK).

RETAILER WILL PLACE THE LOOSE LIVE PACKS INTO ON-HAND INVENTORY.
(THE ENCLOSED 'RETAILER LETTER' EXPLAINS THIS)

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to **$102.90 (7.35 (12M) case(s) @ $14.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: H. Battle
Enclosures:
- Customer List
- Wholesaler Packing Instructions
- Retailer Letters (blue copies)

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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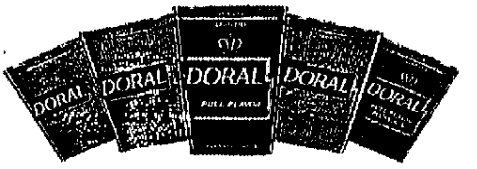
RJR TOBACCO



To All RJR Retail Partners

RETAILER LETTER

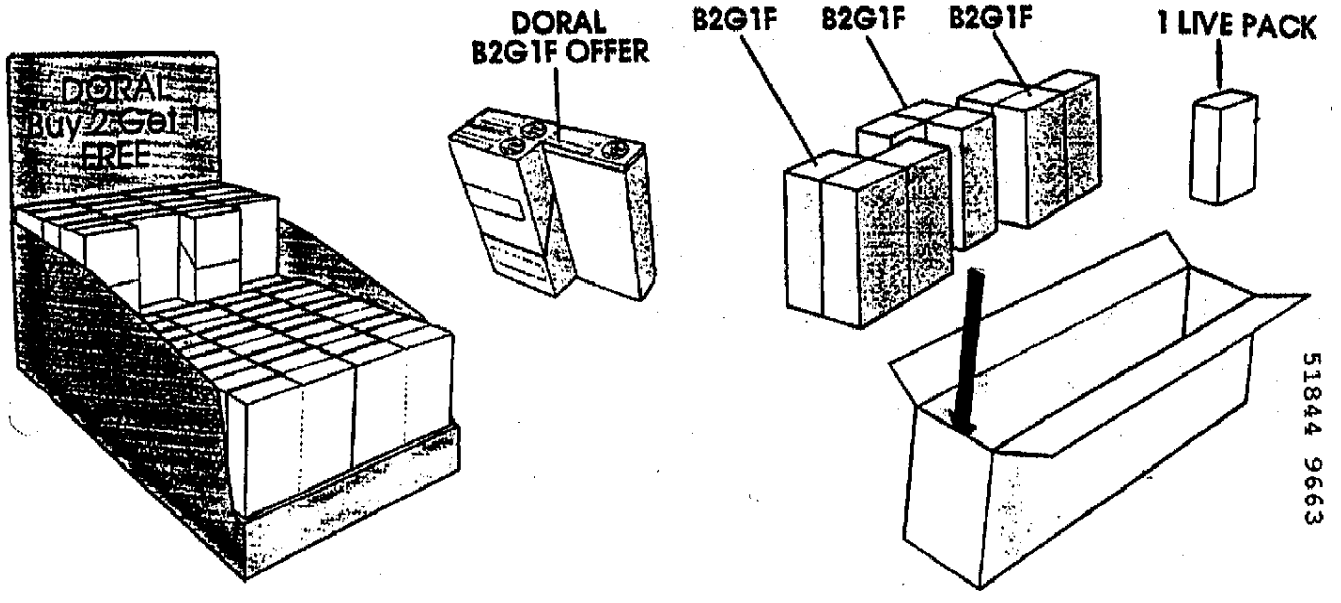
DORAL B2G1F

OUR #1 PRIORITY IN 1997 WILL BE TO GET OUR PROMOTIONS TO YOUR CUSTOMERS IN THE QUICKEST WAY POSSIBLE. OUR 1997 PROMOTIONS DIFFER FROM PAST PROMOTIONS AS FOLLOWS:

- WE ASK YOU TO ASSEMBLE DISPLAYS AT YOUR STORE.
- EACH DISPLAY CONTAINS UNPROMOTED LOOSE PACKS.

IMPORTANT NOTE: THIS IS NOT A MISTAKE AT YOUR WHOLESALER.
DO NOT RETURN THIS PRODUCT TO YOUR WHOLESALER.
PLACE THIS PRODUCT INTO YOUR REGULAR INVENTORY.

AS ALWAYS, THANK YOU FOR YOUR ASSISTANCE IN THE MARKETING OF OUR PRODUCTS. IF YOU HAVE ANY QUESTIONS REGARDING THIS SHIPMENT PLEASE CONTACT YOUR RJR REPRESENTATIVE.



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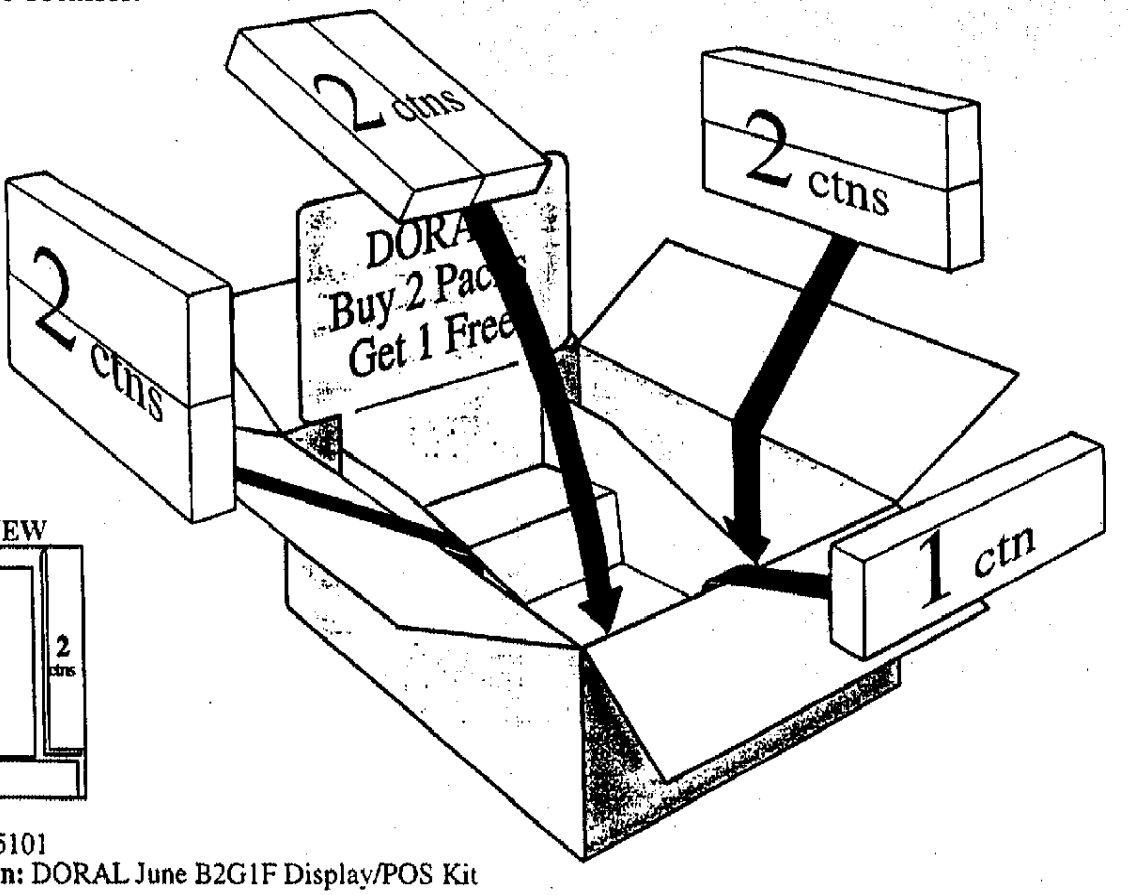
WHOLESALER PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS - 2ND QTR.'97

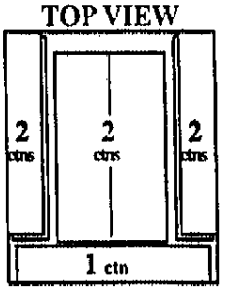
June DORAL B2G1F (Buy 2 Packs Get 1 Pack Free)

STEPS

1. Open DORAL B2G1F shipping case.
2. Place 7 cartons of DORAL promotional product into shipper/display. **(Promotional product is in white cartons and is pre-sleeved).**
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



TOP VIEW



Item: #525101
Description: DORAL June B2G1F Display/POS Kit

Brand Style	FF Box	LT Box	LT 100	FF 100		
Number of Cartons	2	2	2	1		

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WHOLESALER : 251520 N. G. SURNSEY CO., INC. <DIRECT>
TEMPLATE 700272 70600 DOR JUNE B2Q1F
TEMPLATE SEQ : 0008
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
163803	163821	104057	WILBER BROS	ROUTE 101	MARLBOROUGH	NH	03455	1			421500	(603)876-4508
163803	163821	230117	STATELINE GROCERY	ROUTE 12	FITZWILLIAM	NH	03447	10			370510	(603)585-9461
163803	163821	230124	BOTTOMS UP	ROUTE 12	FITZWILLIAM	NH	03447	5			133060	(603)585-9073
163803	163821	643587	CHAS GEM	RTE 10	WINCHESTER	NH	03470	5				(603)239-6430
163803	163821	104049	WILBER BROS	37 MONADNOCK HWY	KEENE	NH	03431	1				(603)352-2306
163803		114637	AVENUE GROCERY	24 WESTERN AVE	BRATTLEBORO	VT	05301	1				(802)257-1846
163803		671843	ABARE'S MARKET &DEL	499 WASHINGTON ST	KEENE	NH	03431	1			100100	(603)357-4009
163803	163821	733076	RIVERSIDE GROCERY	RTE 9	W CHESTERFIELD	NH	03466	10				(603)256-6626
163804	163827	317529	BEVERAGE KING #1	INTERCHANGE DR	WEST LEBANON	NH	03784	5			361240	(603)298-5817
163804	163827	630255	T&R SIDELINES	22 BRIDGE ST	WEST LEBANON	NH	03784	10			361500	(603)298-8295
163803	163821	104062	SMALLEAZE	MAIN ST	WINCHESTER	NH	03470	1				(603)239-4730
163803	163821	104102	FOGG'S MINI MART	RT 202 & 119	RINDGE	NH	03461	1				(603)899-5132
163803	163825	104223	GOSHEN COUNTRY STOR	RT 10	GOSHEN	NH	03752	1			02185002	(603)863-6331
163803	163821	700986	DOODYS SERVICE STAT	MAIN ST	MARLBOROUGH	NH	03455	1				(603)876-4212
163803	163821	755867	MONADNOCK CENTER ST	338 MAIN ST	JAFFREY	NH	03452	1				(603)532-8208
163803	163821	046766	PAKS WEST	630 PARK AVE	KEENE	NH	03431	1			318500	(603)357-4999
163803	163821	104081	BEAVER ST MARKET	BEAVER ST	KEENE	NH	03431	1			123000	(603)352-5506
163803	163821	104084	JOYCE'S COUNTRY VAR	189 W SWANZEY RD	WEST SWANZEY	NH	03469	1			246500	(603)352-8431
163804	163825	114391	STODDARDS MKT	RTE 11	LONDONDERRY	VT	05148	2				(802)824-5060
163803	163821	578451	$ STAR CONVENIENCE	65 ROXBURY ST	KEENE	NH	03431	3			199760	(603)352-1731
163803	163821	643539	PAKS CONVENIENCE	WINCHESTER STREET	KEENE	NH	03431	1			3170000	(603)352-5432
163803	163821	700375	EFFENDI'S MINI MART	RTE. 10	WEST SWANZEY	NH	03469	1				(603)352-7247
163804	163825	964312	HARRINGTON'S MARKET	MAIN ST BOX 22	N SPRINGFIELD	VT	05150	1				(802)886-2639
163804	163825	706056	SHORT STOP MARKET	82 CHARLESTOWN RD	CLAREMONT	NH	03743	1				(603)542-2278
163804	163827	725837	12% SOLUTION	HC 75	CORNISH	NH	03745	1			395600	(603)675-9975
163801	163827	755948	COLONIAL MART	96 HANOVER ST	LEBANON	NH	03766	1				(603)448-3075
163802	163822	103182	THE COUNTRY MILE	RT 31	GREENVILLE	NH	03048	10			3859999	(603)878-1040
163803	163821	104065	THE BIG S	48 MANNING HL	WINCHESTER	NH	03470	10			130000	(603)239-4491

PAGE BREAK TOTAL ACCOUNTS 28 TOTAL QUANTITY 88

TEMPLATE TOTAL ACCOUNTS 28 TOTAL QUANTITY 88

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